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# Frederick Loeser & Co.

IMPORTING RETAILERS,  
BROOKLYN.

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BROOKLYN.

## HONEST FURNITURE SELLING.

The success of our Furniture Selling is attributable largely to the fact that every article we offer is exactly as we represent it to be. There is no business wherein confidence plays so great a part as in Furniture. As an example, we have advertised the other day

"A 3-Piece Solid Mahogany Inlaid Divan Suit, Upholstered in Silk Damask, \$23.50; Regular Price, \$37.50."

We bought one of these suits, and found it to be ordinary wood stained in imitation of MAHOGANY. We have the same goods, from the same maker, which we will close at \$17.50.

In addition we will sell 31 of the original REAL SOLID MAHOGANY SUITS at \$23.50. These are really worth \$37.50.

## INDIA STOOLS,

\$1.45.



In Oak and Mahogany finish; our price, \$1.45. This stool is precisely as represented in the cut.

## CARPETS.

Leaders in Good Value.

Wilton Velvets, especially suitable for Parlor, Hall and Stair furnishings, 85 cts. per yard.

Table Damasks. A Newspaper View of Our Reorganized and Remodeled Department.

To the average individual the purchase of household linen simply means selecting from an assortment of Scotch and Irish goods. That the French excel in the manufacture of fine damasks is a revelation to many, and is being exemplified in Frederick Loeser & Co.'s store. Their department of the line has been entirely reorganized and remodeled.

Changes of this sort in big dry goods houses are usually meant to benefit the customer, and this one has the particular advantage of saving time. Fine mahogany and glass cases run the whole length of the department, and thus goods are kept free from dust and ready to show at a moment's notice. Another feature of this very complete department, and that will appeal to most women, is a new adjustable table. Each piece of French linen, which is exquisitely fine, firm, and durable, is given a name, and, like the famous damask designs, the names express a great deal. One pattern, called the "Belle Eglantine," shows on the beautiful texture sprays of wild roses interwoven with the Vaisseau bow. "Marie Antoinette" is a cloth of finest quality, bearing a design of garlands. All the various patterns, napkins, and tray cloths match in every respect, and the beauty and fineness of the workmanship is remarkable. "Belle Marguerite" is a linen with a plain center and floral border of roses in natural texture. Centres of a small spot, with a lovely inner border, constitute another group of exceptional beauty. "Rose de Malin" is a beautiful free design. The prices for this exceptionally fine line are as remarkable in cheapness as the designs are rich in quality.—New York Recorder.

## LEADING VALUES.

Bleached Satin Damask Table Cloth—2x3 yards, \$2.00.  
2x3 yards, \$2.50.  
2x3 yards, \$3.00.  
Breakfast Napkins to match, \$2.00 per dozen; Dinner Napkins, \$3.00.  
Superior quality Bleached Satin Damask Table Cloth—2x3 yards, \$3.00.  
2x3 yards, \$3.75.  
2x3 yards, \$4.50.  
Breakfast Napkins to match, \$3.00 per dozen; Dinner Napkins, \$4.50.

## TOWELS.

Soft-finish Bleach Huck Towels, Damask borders, 25 cts.

An assorted lot of fine quality Damask Towels, hemstitched and knotted fringe, 50 and 65 cts.

## BOYS' CLOTHING.

20 dozen Striped Outing Flannel Blouses and Waists, deep sailor collar, fast color, 4 to 14 years, 48 cts. each.

All-wool tan Cheviot Top Coats, 5 to 14 years, \$1.95.  
60 Fine quality all-wool Cheviot Suits, plain mixed and new plain effects, with extra pair of pants, 7 to 15 years, \$4.95.

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## DRESS GOODS.

A Very Special Offering.

Because of late deliveries by foreign agents, we have secured large concessions on the prices of some of the most desirable goods imported this season.

40-inch Mottled Cheviots, brown, gray and tan mixtures, at 49 cts. per yard.  
38-inch Silk and Wool Hairline Costume Suitings, 69 cts.  
40-inch real Scotch Cheviots, in heather and other mixtures, 98 cts.  
43-inch high-class Persian Novelty, \$1.35.  
40-inch Rippling Suitings, very choice for tailor-made costumes, \$1.39.  
40-inch Navy blue English Mohair Sicilian, 98 cts.  
40-inch Navy blue Wool Canvas, large mesh, very desirable, 49 cts.

## BLACK DRESS GOODS.

Great Value.

38-inch English Mohairs, 35 cts. per yard.  
38-inch English Broadcloth Mohair, brilliant, bright luster and new design, 50 cts.  
60-inch Mohair Sicilians, heavy quality, 69 cts.  
40-inch Black Storm Serge, the best quality ever offered for the money—49 cts.

## FANCY SILKS.

A Large Assortment

of Lyons Printed Foulard Silks, 34 and 27 inches wide, newest designs, 59 to 98 cts. New styles in Printed Ward Taffetas, light and dark colorings, 89 cts.  
Canebrake Taffetas, 69 cts.  
Fancy Plaid Taffetas, stylish designs for Waists, 89 cts. and \$1.00.  
2,000 yards WASH SILKS, new and handsome colorings, at 19 cts. per yard.

## LADIES' CAPES

And Jackets.

Capes in rich Silk, Lace, Chiffon and Lace combined with other suitable materials, \$10.25, \$14.75, \$16.25, \$21.00, \$29.00, \$37.00, to \$75.00.  
Cloth Capes, all lengths and sizes, suitable for young, middle-aged or elderly people, \$3.50, \$4.25, \$5.25, \$6.25, \$7.25, \$8.25, \$9.25, \$10.25, \$11.25, \$12.25, \$13.25, \$14.25, \$15.25, \$16.25, \$17.50.

Golf, Steamer and Travelling Capes, in many different materials, with lined hoods, \$10.75; lined throughout with plaid silk, \$15.75.  
Jackets of Black Cheviot Cloth, box front, plaid back, wide cloth facings, \$5.75. Similar style in Black Kersey Cloth, \$8.95. Also lined throughout with handsome quality of plain black or figured Taffeta Silk, \$11.95. Other styles, \$5.00, \$7.55, \$9.50, \$13.50, \$15.50, to \$31.00.

A very handsome line of tan, Kersey, Whipped and Covert Cloth Coats, suitable for driving or street wear, from \$3.25 to \$11.00.

## LACES.

High Class Novelties Reduced One-quarter from Regular Prices—One Day Only.

Linen Chiffon, two-tone, plain and Persian effects.  
Linen Chiffon, Honiton effects, Laces, Bands, and All-overs.  
Black and white Chiffon, Honiton effects, and embroidered, plain white, white and black, black, white and black, and black and white Laces, Bands and All-overs.  
Batiste and Linen Laces, Bands, Gallons, and All-overs.

## FANCY LACES, HALF PRICE AND LESS.

White, cream, butter and Linon shades, various widths and makes, and effects, such as Applique, Lierre, Mechlin, Alencon, and Honiton effects on Mechlin grounds, 25 to 98 cts. per yard.  
Canebrake Laces, Point de Paris, Normandy, Vale, Brabant and Duchess, 5 to 19 cts. per yard.

25 PER CENT. LESS THAN REGULAR.

Val Laces in 12-yard pieces, 1/2 to 1 inch wide, in white, butter and Linon shades, 19, 25, 29, 33, 39, 45 and 49 cts. per piece.

## EMBROIDERIES.

Lower prices than ever before.

Cambrie, Nainsook and Swiss Embroideries, cut out edges, wide margins, Guipure, blind and openwork, loop and scallop borders, 4 to 12 inches wide, sold only in strips, at 5, 7, 9, 12 1/2, 15, 19, 25, 29 and 35 cts. per yard.

## STRAW HATS.

50 dozen all Black Hats, untrimmed, every shape new this season, in French Chip, Neapolitan, with fancy braid edges and brims.

58 CTS. INSTEAD OF 75 CTS. TO \$1.35.

100 dozen Fancy Braid Hats, every shape new this season, in black and colors.

## KNOX SAILOR HATS.

Summer shapes for Ladies now ready. We are sole agents in Brooklyn.

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## OPENING OUR SPRING SALE

In the Housekeeping and China Departments. To Continue the Entire Week.

We are determined to make this the largest week we have ever had, if prices and quality of goods will do it.

## HOUSE FURNISHINGS.

Table Oilcloth, 14 yard wide, 9 cts. yard.  
Brooms, good quality green corn, 7 cts.  
Brooms for parlor use, 15 cts.  
Feather Dusters, best quality, 7 cts.  
Door Mats, family size, 69 cts.  
Whisk Brooms, good quality, 6 cts.  
Carpet Sweepers, 4 wheels, improved Bissell, \$1.49.  
Porcelain Acacia Coffee and Tea Pots, slightly damaged, 19 cts. each.  
Roasting Pans, 11 and 15 inches, 9 cts.  
Bread and Cake Boxes, japanned tin, 19 cts.  
Toilet Sets, 3 pieces, 99 cts.  
Cullenders, family size, 8 cts.  
Bread Raisers, family size, 19 cts.  
Coffee Mills, best steel grinder, 19 cts.  
Mrs. Potts's Irons, set of three, 54 cts.  
Gas Tapers, nickel plated, 25 cts.  
Gas Tapers, 30 in. box, 8 boxes for 10 cts.  
Wire Potato Mashers, wood handle, 3 cts.  
French Egg Whips, wire, 7 cts.  
Glass Oil Cans, gallon size, 26 cts.  
Bird Seed, Fitzsimmons, 4 cts.  
Bird Gravel, Fitzsimmons, 3 cts.  
Putz Liquid for polishing brass, 15 cts. can.  
Farmham's Sunshine Liquid Polish for metal, 12 cts. can.  
Wool Soap, genuine, 5 cts. cake.  
Acme Soap, genuine, 3 cts.  
Cocoa Soap, for laundry or bath, 3 cts.  
Jacot's French Soap Blacking, 3 cts.  
Moth Balls and Flakes, 3 cts. per lb.  
Step Ladders, 4 ft. 44 cts.; 5 ft. 55 cts.; 6 ft. 69 cts.; 7 ft. 77 cts.; 8 ft. 88 cts.  
Card Tables, green baize top, \$1.69.  
Improved Curtain Stretchers, 98 cts.

## 50 REFRIGERATORS.

sent to us by manufacturers' agent to dispose of it, our own prices. They have made the prices less than the goods would cost us later in the season.  
No. 1, 44x28 inches, \$0.55 instead of \$1.00.  
No. 2, 44x28 inches, \$0.55 instead of \$1.00.  
No. 3, 44x28 inches, \$0.55 instead of \$1.00.  
No. 4, 44x28 inches, \$0.55 instead of \$1.00.  
No. 5, 44x28 inches, \$0.55 instead of \$1.00.  
No. 6, 44x28 inches, \$0.55 instead of \$1.00.  
No. 7, 44x28 inches, \$0.55 instead of \$1.00.  
No. 8, 44x28 inches, \$0.55 instead of \$1.00.  
No. 9, 44x28 inches, \$0.55 instead of \$1.00.  
No. 10, 44x28 inches, \$0.55 instead of \$1.00.

## SILVERWARE.

Great Reduction Sale of Genuine Rogers Goods.

SECTION C, EXTREME REAR OF STORE.

Tea Spoons, \$1.00, instead of \$3.24 per dozen.

Table Spoons and Forks, \$3.75 and \$4.25, instead of \$5.70 to \$6.18.

Large size Dumb Bell Links, 35 cts. Combination Waist Sets—Links, Collar Buttons and Straps—35 cts. per set.

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## HIGH GRADE CUTLERY.

at prices never before thought possible.

A complete assortment of first quality goods from the factory of Landers, Frary & Clark, the leading cutlery to the American people.

Sets of 6 knives and six forks, best steel blades with celluloid handles, \$2.69 per set; celluloid ivory handles, \$3.69; bone handles, \$4.69; ebony, \$1.69; Cocobola, 39 and 75 cts. per set.

Carvers and Forks, best quality steel, 9-inch blade and best stag handle, \$1.49 per pair; heavy bolster and stag handle, \$1.99.

Carving Sets, 3 pieces—Knife, Fork and Steel—with handles of antique ivory finish, \$4.75.

One lot Celluloid handle Knives, slightly damaged, 14 cts. each.

One lot of Solid Steel Knives and Forks in sets of six each, \$1.99 per set.

One lot of Stag Horn Handle Steels, best quality, 29 cts. each.

One lot of Kitchen Knives and Forks, from 4 cts. to 12 cts. each.

## DINNER SETS AT POPULAR PRICES.

Decorated Porcelain Cottage Sets, 100 pieces, very choice, \$5.99.

Decorated English Porcelain Sets, choice decorations, 112 pieces, \$9.50.

Dinner and Breakfast Sets combined, handsomely decorated, 180 pieces, \$15.50.

Vienna China Sets, violet and white flower decorations, service for 12 persons, \$13.97.

French Limoge China Sets, handsomely decorated with dainty colors, \$17.50.

Vienna China Sets, 1898 shapes and choice decorations, \$30.00.

## EASTER JEWELRY.

Sterling Silver.

Far lower than it has ever been sold. No restrictions as to quantity to each purchaser.

Chased Heart Brooches, 12 cts.

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